

What is claimed:

1. An automobile molding provided with a molding main body which has a design face, which will face the outside, and a reverse face, which will face the car body side, when the molding is attached to a car body; a fastener holder which is formed to said reverse face of said molding main body; and a fastener which is held in place by said fastener holder to fastener said molding main body to the car body; wherein:

said fastener holder is provided with at least two lateral walls projecting up from said reverse face of said molding main body to form sides of said fastener holder, excluding an opening maintained on one side of said fastener holder, and a fastener mounting seat that connects the lateral walls, defining a housing space which will permit the base plate of said fastener to be inserted;

said fastener is provided with a base plate, an engaging portion which projects upright from said base plate and engages in a mounting hole in the car body, and a pair of extending elastic pieces whose ends are free;

an insertion groove is formed in said fastener mounting seat of said fastener holder, the end of said engaging portion which projects out from said base plate being inserted into this insertion groove and this insertion groove being formed to communicate with the aforementioned opening of said fastener holder; and

engage-and-stop portions are formed in said lateral walls that are adjacent to said opening, wherein the protruding portions that project out from said elastic pieces can engage in a releasable manner from inside said housing space.

2. An automobile molding according to claim 1, characterized in that said engage-and-stop portions are formed by means of engaging holes that are formed passing through the lateral walls of said fastener holder that are adjacent to said opening of said fastener holder.

3. An automobile molding according to claim 2, wherein said engaging holes are cut into said fastener mounting seat from the lateral walls of said fastener holder that are adjacent to said opening of said fastener holder.

4. An automobile molding according to claim 1, wherein protrusions for coming into contact with said fastener mounting seat on said housing space side are provided on opposite sides of said base plate at positions such that they will each come into contact with said fastener mounting seat on either side of said insertion groove.

5. An automobile molding according to claim 4, wherein said protrusions that are provided on opposite sides of said base plate are formed as ridges that extend along the direction of insertion of said base plate into said housing space.

6. An automobile molding according to one of claims 1 through 5, wherein the protrusions that come in contact with said base plate of said fastener are provided projecting out from either side of said insertion groove in said fastener mounting seat.

7. An automobile molding according to claim 1, wherein extending portions are formed to the free ends of said elastic pieces that extend from said opening to the outside of said fastener holder when said fastener is inserted into said fastener holder.

8. An automobile molding according to claim 1, wherein engaging workpieces are formed at the free ends of said elastic pieces for engaging with a releasing tool, which performs a releasing operation on the engagement of said protruding portions of said elastic pieces with said engage-and-stop portions by elastically deforming the elastic pieces so that the elastic pieces are brought closer to one another.

9. An automobile molding according to claim 1, wherein when said base plate is inserted into and housed in said housing space, said elastic pieces on opposite sides of said base plate are biased from inside said housing space toward both lateral walls adjacent to said opening of said fastener holder as a result of their own elasticity.

10. An automobile molding according to claim 1, wherein said engaging portion is provided with a trunk which is provided upright on said base plate; engaging claws which are formed to the end of the trunk which projects from said base plate and engage in a mounting hole in the car body; and a cover which projects out so as to extend over the area around said trunk in between said engaging claws and the end of said trunk that projects upright from said base plate, and which is pressed against the car body and covers said mounting hole when said engaging portion is engaged in said mounting hole of the car body, wherein:

said fastener is designed so that said fastener mounting seat is held between said base plate and said base end of said cover that projects out from said trunk, when said base plate is inserted into said housing space of said fastener holder.

11. An automobile molding according to claim 10, wherein protrusions are provided to the base end of said cover that projects out from said trunk, for coming into contact with said fastener mounting seat.

12. An automobile molding according to claim 10, wherein protrusions are provided on both sides of said insertion groove in said fastener mounting seat for coming into contact with the base end of said cover which projects out from said trunk.

13. An automobile molding according to claim 10, wherein the base plate of said fastener is designed so as to be housed in said housing space in a state such that there is clearance between it and the reverse face of said molding main body.

14. A fastener for fastening said molding main body to a car body which is held in place by a fastener holder that projects out from the reverse face of a molding main body that has a design face that will face the outside and a reverse face that will face the inside of the car when the fastener holder is attached to the car body, the fastener being provided with:

a base plate that is inserted into the housing space inside said fastener holder via the opening that is formed at one end of said fastener holder;

an engaging portion that projects upright from the base portion and engages in a mounting hole in the car body; and

a pair of extending elastic pieces whose ends are free; wherein

protruding portions are formed to said elastic pieces for engaging in a releasable manner on the inside of said housing space with the engage-and-stop portions that are formed in the lateral walls that are adjacent to said opening of said fastener holder.

15. A fastener according to claim 14, wherein said fastener holder is provided with at least two lateral walls for forming sides of said fastener holder, excluding an opening that is provided on one side of said fastener holder, projecting out from the reverse face of the molding main body; and a fastener mounting seat, that connects the lateral walls, defining a housing space; wherein

an insertion groove is formed continuous with said opening in said fastener mounting seat, the end of said engaging portion that projects from said base plate being inserted into said insertion groove; and

protrusions which come in contact with said fastener mounting seat from the inside of said housing space are provided on opposite sides of said base plate at positions on the base plate so that they each come in contact with said fastener mounting seat on either side of said insertion groove.

16. A fastener according to claim 14, wherein the extending portions that project beyond said opening to the outside of said fastener holder when said fastener is inserted into said fastener holder are formed to the free ends of said elastic pieces.

17. A fastener according to claim 14, wherein

said engaging portion is provided with a trunk which is provided upright on said base plate; engaging claws which are formed to the end of the trunk which projects from said base plate and engage in a mounting hole in the car body; and a cover which projects out so as to project over the area around said trunk in between said engaging claws and the end of said trunk that projects out from said base plate, and which is pressed against the car body and covers the mounting hole when the engaging portion is engaged in the mounting hole of the car body; and

said fastener is designed so that said fastener mounting seat is held in between said base plate and the end of said cover that extends from said trunk, when said base plate is inserted into said housing space of said fastener holder.